



November 13, 2000



News from the Washington State Department of Health, Tobacco Prevention and Control Program What's new on the tobacco front?

This is the first in a series of newsletters to bring you information from the Tobacco Prevention & Control Program. If you have questions or concerns, please contact Mary Frost at 360-236-3628 or e-mail at <mailto:mary.frost@doh.wa.gov>.

Administrative Update

We are working on updating our database. Casteen O'Neill, an administrative support person, is contacting individual programs to ensure that we have the correct information. Our goal is to use electronic communication. If you would like to request an electronic version of this newsletter or if you have any questions or updates concerning your contact information, please call Casteen O'Neill at 360-236-3695 or e-mail her at <mailto:casteen.oneill@doh.wa.gov>.

Tribal RFA

Settlement funding is now available to all 28 federally recognized, Washington tribes. The application packet (RFA) for these funds was sent to the tribes November 9, 2000. Once applications are approved and contracts in place, all participating tribes will be required to complete a three-year tobacco plan by April 2001. Each tribe's plan will include a Capacity Development Plan and a list of prevention and control activities for years two and three.

Dave Harrelson will be contacting each tribe during the first few weeks of November to discuss the RFA and the state's \$15 million tobacco plan with each tribe. Tribes will be encouraged to contact their county contractors to discuss collaboration. For more information regarding the Tribes, please contact Dave Harrelson at 360-236-3685 or e-mail <mailto:david.harrelson@doh.wa.gov>.

County Mid-Year Reports

By the end of November, Department of Health will electronically send county contractors copies of the settlement, CDC and/or youth access report forms due to the Department by January 31, 2001. Settlement reports will be used to prepare a report to the legislature on the status of settlement funded projects to date. Web-based reporting won't begin until June 1, 2001, so county contractors will likely be asked to use these forms again to submit their year-end reports (by June 15 for CDC and July 31 for settlement and youth access funds).

Update on the Tobacco Clearinghouse

In the next few months you will have access to materials from the Washington State Tobacco Clearinghouse. We will be ordering materials for distribution based on best practices and the experiences of other states. In the next month, you may be asked for your input regarding items that you would like to have available in the clearinghouse. As soon as the clearinghouse is ready for orders, we'll let you know. If you have questions about the clearinghouse, feel free to contact Carla Huyck at 360-236-3678 or e-mail at <mailto:carla.huyck@doh.wa.gov>.

Evaluation

We will soon be asking each contractor to identify a specific contact person for evaluation. In December, we will be gathering together all of those who can make it to discuss evaluation of the community and school-based tobacco programs, and development of the web-based reporting system. Contact Julia Dilley at 360-236-3632 or e-mail <mailto:julia.dilley@doh.wa.gov> for more information.

Assessment

Community DASA substance abuse prevention coordinators will be inviting local tobacco prevention staff to attend a "collaborative needs assessment" meeting in January. This meeting will involve everyone who is doing substance abuse prevention work at the county level, and will be a good opportunity to share planning and resources. You will have the results of your county's tobacco telephone survey to bring to that meeting. Contact Julia Dilley at 360-236-3632 or e-mail <mailto:julia.dilley@doh.wa.gov> for more information. An official communication will be issued soon to local health directors and tobacco staff.

Educational Service Districts

The Educational Service Districts (ESD) have submitted their three-year implementation plans. The ESDs are making progress in working with their community partners. They have already attended local coalition meetings, have consulted with their partners to gain support for administering the Washington State Survey on Adolescent Health Behavior (WSSAHB) or Tobacco Adolescent Behavior Survey (TABS) to obtain at least a 70 percent participation rate per district. For more information regarding ESDs please contact Marie Hruban at 360-236-3730 or e-mail <mailto:marie.hruban@doh.wa.gov>.

American Legacy Foundation (ALF)

Youth Empowerment Grant had a meeting with the University of Washington and two ESD representatives along with Mary Frost, Linc Weaver, Julia Dilley, and Marie Hruban (new project manager). An in-depth analysis of the original grant proposal, key design elements of the Washington State proposal, project design including goal, key partners, time frame, implementation process, contract administration and communicating the project design were discussed. All participants walked away with a clearer sense of direction, roles and responsibilities, commitment to working with the ESD, community and youth. There will be a separate, more complete communication on this topic. For more information regarding ALF, please contact Marie Hruban at 360-236-3730 or e-mail <mailto:marie.hruban@doh.wa.gov>.

SOUL Update

SOUL Board is recruiting new members until the end of November. They are changing their scope of work and re-organizing. The Board will add Regional SOUL Boards. Regional Boards will be made up of one representative from every currently existing school or county tobacco youth coalition. These Boards will meet regularly with the SOUL Executive Board to improve statewide communications, knowledge of activities and to better support local efforts. Each SOUL Board member is responsible for enacting this program in their regions. Additionally, this Board will assist other groups that will be starting up at the school level. Department of Health is coordinating this effort with Washington DOC. For more information on SOUL, please contact Marie Hruban at 360-236-3730 or e-mail <mailto:marie.hruban@doh.wa.gov>.

Contracts

The Tobacco Settlement funds have been distributed to the counties via contract for this calendar year. The contracts providing funding for January through June are in process and will be sent out for approval in the next couple of weeks. The ESD contracts are now in place for the Tobacco Settlement funds. These contracts will be amended later to add the American Legacy Foundation funding. For information regarding contracts, call Jan Johnson at 360-236-3674 or e-mail <mailto:jc.johnson@doh.wa.gov>.

Yakima Prevention Summit

Last month approximately 1,100 people attended the Tobacco Summit meeting in Yakima on October 19-22. More than 200 youth attended training workshops on youth leadership in tobacco prevention, working with the media, presentation skills, conflict resolution, and community action, working with diverse populations of youth and creating a successful future. Youth from Safe Homes in Tacoma, SOUL (Saving Ourselves from Unfiltered Lies) board members, SPLAT (Students Protesting Lies About Tobacco) in Thurston County, STAT (Students Taking Action Against Tobacco) in Spokane, King County Youth Coalition, and American Cancer Society Camp Speak Out did an outstanding job of identifying, planning and conducting the workshops for their peers. The youth-led workshops were so popular that attendance exceeded expectations by as much as 300 percent! In addition to the youth workshops, several partners in tobacco prevention provided workshops for adults as well: Tacoma-Pierce County Health Department, Washington DOC, American Lung Association, American Cancer Society, Safe Homes, Public Health Seattle-King County, Spokane Health District, University of Washington, and the Truth Campaign conducted training on everything from asset-building to media literacy to tobacco prevention policy. Thank you for the great participation! If you have any questions regarding youth activities, please call Tom Wiedemann at 360-236-3643 or e-mail <mailto:tom.wiedemann@doh.wa.gov>.

Cessation Update

The Washington Tobacco Quit Line went "live" on Monday, October 30th. The Quit Line is using the first two weeks of November to fine tune protocols. So, you can start sending calls to 1-877-270-STOP now! The public launch of the Quit Line will be on Wednesday, November 15, the day before the Great American Smoke Out. The Department of Health will be sending

each of our community tobacco contacts a press kit early that week so that you can work with local media to promote the Quit Line.

Each community tobacco contact was mailed a questionnaire to fill in for the Tobacco Cessation Community Resource Guide last week. Please distribute these to cessation providers in your area and help us to get the most comprehensive referral list possible. DOH plans to put the resource guide on the World Wide Web so that all of you and your community partners will have access to the information. This is also the resource the Quit Line counselors will use when referring callers to local services. Thanks in advance for your assistance in building a strong resource guide. For further information or copies of the form, contact Rachel Grossman at Group Health Cooperative at 206 442-5242 or <mailto:grossman.r@ghc.org>.

A copy of an article that will be placed in health care professional journals and newsletters was sent to each of you November 1st. If you did not receive that e-mail and would like a copy, contact Lisa LaFond. The article will be seen in the Washington State Medical Quality Assurance newsletter, which goes to all physicians and physician assistants in the state in late November.

Watch for other media activity promoting the Quit Line over the next few weeks! For further information, call Karen Krueger at 360-236-3611 or e-mail <mailto:karen.krueger@doh.wa.gov>.

Media Update

Washington's anti-tobacco media campaign has been underway for nearly a month. Our aggressive television and radio advertising is creating quite a buzz.

We've received a variety of comments from the public. While some people are shocked by the graphic images portrayed in some of the ads, many more support the advertising and want it to continue. We've even gotten direct word that some individuals have quit smoking as a result of the ads!

More campaign elements are coming. You will receive specific information regarding the campaign before the launch dates.

On November 15, we launch advertising for our new tobacco quit line. In December, billboards, transit advertising and other print messages hit the streets.

Stay tuned. If you have any questions regarding media, please call Lisa LaFond at 360-236-3634 or e-mail <mailto:lisa.lafond@doh.wa.gov>.

Vol. 1, No. 1